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Safety in Numbers

Most Internet Users Want Alternative to Credit Cards

By Jon Surmacz

May 8, 2003

The majority of U.S. Internet users (**61 percent**) say they would be more likely to make online purchases if there was an alternative to using their credit cards. Although **59 percent** of users have purchased some form of Internet content (classified ads, news, music or games), **53 percent** said they'd be more likely to make purchases if there were more secure payment options. It's currently estimated that **83 percent** of Web users have credit cards.

SOURCE: Javelin Strategy & Research, eContent Magazine, PaymentOne, Jupiter Research

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